

Miguel Hernández Domenech

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Profile

Multidisciplinary designer with more than 15 years of experience developing digital products. Creates strong and scalable solutions by combining research data, design insights, and technology breakthroughs. Detail-oriented with excellent organizational skills, flexible, adaptable, versatile.

Experience

Product Design Lead at Deep Dive Design; San Francisco Bay Area, CA — Feb 2009–Present

Integrate interaction design, visual design, and customer research to create seamless design solutions for mobile devices, desktop computers and consumer electronics.

Senior UX Designer at Intuit; Mountain View, CA — Nov 2015–May 2017 and Aug 2018–Present

Worked on the design, development and implementation of the QuickBooks Design System. QBDS is a modular design system that unifies Intuit's UX across all small business products. Currently working with marketing teams implementing the latest iteration of QBDS components.

Lead Product Designer at Brightloom; San Francisco, CA — Nov 2017–Apr 2018

Designed peripheral displays, interface sounds, management tools, and automation software for order fulfillment systems at automated fast-casual restaurants.

UX Design Standards Lead at StubHub; San Francisco, CA — Nov 2013–Aug 2015

Hired and led the UX Standards and Best Practices team. My team was responsible for ensuring digital governance by defining, developing and implementing cross-functional design workflows as well as an efficient modular design system across multiple device types. This holistic system established a new design methodology, implemented more efficient collaboration tools, and documented clear design guidelines. The system was implemented through a custom responsive modular front-end framework based on the SMACSS development methodology and atomic design.

Senior UX Designer at Flickr; San Francisco, CA — Oct 2012–Sept 2013

Collaborated with Flickr's UX team on their first major redesign, creating their new experience of sharing, organizing and viewing photos on the web. Owned the redesign of Flickr's home page, implementing an activity feed to bring the content and connections you care about to the forefront of the experience.

Senior UX Designer at Netflix; Los Gatos, CA — Jul 2009–Nov 2011

Designed video streaming applications for iOS, consumer electronics, and game consoles. My main project was designing the TV interface for the PlayStation 3 and more than 200 Netflix-ready devices.

Senior Visual Designer at Yahoo!; Sunnyvale, CA — Oct 2007–Feb 2009

Designed site architecture, screen layouts, user interface elements, email campaigns, promo units, and syndicated ads for Y! Groups, Y! Travel, Y! Shopping and Y! Personals.

Senior Designer at IconNicholson / LBi New York; New York, NY — Oct 2006–Sept 2007

Developed user-centered designs for web applications, websites, and social retailing kiosks for clients in retail, finance, consumer electronics, and pharmaceutical fields. Brands included Bristol-Myers Squibb, MasterCard, Bank of America, Fujifilm, and Bloomingdale's among others.

Art Director at Publicis Groupe; New York, NY — Apr 2005–May 2006

Designed interactive marketing campaigns for high profile brands such as BMW, Pillsbury, and Garnier.

Education

Escuela de Artes Plásticas de Puerto Rico, Design and Visual Communications

Graphic Design, 1998 - 2001

Universidad de Puerto Rico, Physical Sciences

High Energy Physics, 1993 - 1998

Portfolio available at

<https://www.miguelhd.com>

Complete curriculum vitae available on LinkedIn

<https://www.linkedin.com/in/miguelhd>